

# Head of Involvement

## Job description

Together we are help and hope for everyone living with dementia



# Who we are

**Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.**

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

**Together with our supporters, we're working towards a world where dementia no longer devastates lives.**

# Our values

**Our values tell everyone who we are as an organisation.**

**Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.**

**Our values are evident in everything we do, how we do it and how we work together.**

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



## **Determined to make a difference**

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



## **Trusted expert**

We're listening, we're learning and we use experience and evidence.



## **Better together**

We're open, we combine our strengths and we achieve more together.



## **Compassionate**

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Head of Involvement

## Position in the organisation

Reports to the Associate Director of Inclusion

Leads the Involvement team

Member of our People Directorate Leadership team.

## Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

The Head of Involvement will lead our work to deepen our understanding of the of the full range of lived experiences people face while living with dementia. By providing strategic leadership, the role will drive the development and delivery of Alzheimer's Society's Involvement Strategic Plan, fostering opportunities throughout and beyond the organisation for people affected by dementia to co-produce our initiatives and share their knowledge and experience.

The role will be responsible for empowering and supporting our teams, building confidence and capability in collaborative decision-making to ensure our work has greater impact whilst ensuring inclusion in its widest sense.

The role will provide day-to-day leadership to the Involvement team, setting and delivering ambitious strategic objectives aligned with our 2030 organisational goals, while also providing cross-organisational leadership to embed involvement across all directorates and in our partnerships activity.

As a critical voice within the organisation, the Head of Involvement ensure we hold ourselves accountable for the quality and impact of our involvement activities, continuously improving the experience for everyone affected by dementia who engages with us.

The role will be key in championing equity, diversity, and inclusion in all aspects of our involvement work, bringing creativity to new partnerships to amplify the voices of those we have yet to reach.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

## Key accountabilities and responsibilities

Key Accountabilities –

- Lead the culture transformation and development the Involvement Strategic Plan, ensuring meaningful, impactful, and inclusive involvement of people affected by dementia across all areas of the organisation.

- Champion inclusion by embedding equitable and inclusive practices in all involvement activity, extending reach across internal teams and external communities, and ensuring lived and learned experiences are central to shaping decisions and outcomes.
- Demonstrate excellent engagement skills, building and maintaining trusted, high-impact relationships with people affected by dementia and a broad range of stakeholders across complex systems, including health, social care, and the third sector.
- Promote and embed the Involvement Principles, creating safe, inclusive culture for collaboration and dialogue, and developing the confidence and capability of colleagues to meaningfully involve people affected by Dementia.
- Provide transformational leadership, inspiring a high-performing team culture that prioritises wellbeing, learning, accountability, and alignment with organisational values, both internally and externally.
- Foster a culture of continuous learning, creating and championing opportunities for innovation at individual, team, and organisational levels to strengthen involvement capability and confidence.
- Act as a strategic influencer and thought leader, raising the profile of Alzheimer's Society's involvement work through media representation, external partnerships, public speaking, and sector engagement.
- Collaborate across the organisation, including close partnership with colleagues across the People Directorate other senior leaders, to align and integrate involvement with wider strategic aims and operational systems.
- Use insight, data, and evidence to measure and clearly articulate the impact of involvement at all levels—from improving operations to influencing strategic direction and driving culture change.
- Ensure high standards of safeguarding, governance, risk management, and compliance, taking accountability for involvement-related decisions and ensuring alignment with both internal policy and external system requirements.

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.

- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Personal evidence of continuing professional development.	A/I
Significant experience of working in Involvement, including extensive knowledge and experience developing involvement models and best practise across sectors.	A/I
Significant experience of developing and growing sustainable involvement initiatives within organisations and in partnership.	A/I
Exceptional communication and engagement skills with the ability to gain respect, build relationships and influence outcomes internally and externally at all levels.	A/I
Proven ability to develop and manage positive relationships with senior leaders internally and externally.	A/I
Proven managerial and leadership capacity, with the ability to inspire and motivate people to work towards a shared goal.	A/I
Well networked and connected across a number of relevant sectors or disciplines.	A/I
Proven ability to manage and grow high-performing teams.	A/I
Experience of negotiating and managing contracts for service delivery.	A/I
Proven track record of developing and using an evidence base to inform strategic decisions and achieve results.	A/I
Proven experience of sustaining a complex programme of activity requiring extensive collaboration with internal and external stakeholders	A/I
Ability to develop and implement strategies, adopting an innovative and creative approach to problem solving.	A/I
Confidence to act as an expert spokesperson on innovation.	A/I
Experience of financial planning, including setting, managing and monitoring budgets and achieving financial targets.	A/I
Able to demonstrate sound judgment and personal control in public situations	A/I
Skilled at developing and delivering change and continuous improvement.	A/I
Ability to deliver sustainable results alongside supporting the positive wellbeing of our people.	A/I

Ability to attract, build and champion an inclusive and diverse workforce.	A/I
Experience of driving a high-performance culture, at an organisational level, through clear accountabilities, objective setting, performance management, coaching, feedback and development.	A/I
Willing to travel nationally and internationally with overnight stays.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

*Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)*



# Our benefits



## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



## Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave